

DOES ANYONE WANT TO SPONSOR THIS AD?

Posted by the.guard - 10 Nov 2009 21:31

We got an offer to place an ad in the "[American Jewish Spirit](#)" magazine for a good price. The
AJS comes out 4 times a year and it is ONLY subscriber based. **It has 100,000 readers!**

Most of the readers are either frum, recent balai Teshuvah, or people who want to be Mitchazek
and become more religious.

The normal price is \$995 per issue, for a half page ad. We got an offer for **half price** = \$500 (or
\$400 if we take it for a full year, which is 4 times).

The magazine goes to press this week, so we only have another 2 days to get in the ad.

You don't have to take the whole thing, you can take a part if you want... For example, if 5 guys
give \$100 each we're in business! :D

Anyone want the zechus of possibly hundreds of people's Teshuvah?

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Re: DOES ANYONE WANT TO SPONSOR THIS AD?

Posted by habib613 - 12 Nov 2009 13:05

the caught in the web one

it's really really good R' Guard

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Re: DOES ANYONE WANT TO SPONSOR THIS AD?

Posted by imtrying25 - 12 Nov 2009 13:09

Hey Rabbeinu your not into the Rav to Rabbi switch??

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Re: DOES ANYONE WANT TO SPONSOR THIS AD?

Posted by the.guard - 12 Nov 2009 13:51

Hey Rabbeinu your not into the Rav to Rabbi switch??

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Re: DOES ANYONE WANT TO SPONSOR THIS AD?

Posted by Kedusha - 12 Nov 2009 15:30

I'm with the second one as well - it reaches out directly to those who need the help most, and who are most likely to respond.

Regardless of which one you use, Jacob's testimonial should be edited to read as follows (to make it consistently past tense, instead of switching from past tense to present tense): ". . . and **created** GYE and all the supporting networks."

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Re: DOES ANYONE WANT TO SPONSOR THIS AD?

There's a deep secret to that, Luria seems to know
Posted by leekair - 12 Nov 2009 16:39

caught in the web- much clearer!

it's super!

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Re: DOES ANYONE WANT TO SPONSOR THIS AD?

Posted by Dov - 12 Nov 2009 18:05

All I'd add is in agreement with someone above who said it needs a catchphrase. For me, something that'll hit the conscience of anyone who is abusing the net is a good idea, perhaps like: "Tired of hiding your internet abuse?"...that one may be too raw...maybe, "Do you have web surfing secrets? Do you hide your web surfing from your family?", or, "Are you struggling with a big web surfing secret?"..i'm at a loss here.

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Re: DOES ANYONE WANT TO SPONSOR THIS AD?

Posted by the.guard - 12 Nov 2009 21:11

Thanks Dov. Good idea. How about *"Caught in the Web? Tired of living a double life?"*

One professional wrote:

Nice ad.

The spooky writing in "surfing the web" is a little strange. Also, why four different fonts on the four different big word lines at top? Looks cheesy and harder to read and focus no? Can't you keep it all one font or maybe two?

The words on the left side are too small to read almost and it is explaining what u offer. They should be bigger if possible.

Perhaps instead of the Free anonymous Amazing" write "Free - Anonymous - Life Changing?

The pic of rav tewersky is in a kind of random weird place. I think would look better if that box with him woul db e all the way on bottom ad the hand pic would be moved to the top so that the finger tips would be parallel to the top of the words "web"

I think the words "surfing the web" are better even though caught in the web is cuter pun... bec surfing the web people understand right away what u are talking about i.e. surfing the web... while caught in the web they owuld have to contuinue reading to have an idea what u mean by caught in the web... better to be really clear with the first line of an ad if possible. U can still keep the spider web for that line.

good stuff.

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Re: DOES ANYONE WANT TO SPONSOR THIS AD?

Posted by Kedusha - 12 Nov 2009 21:14

But there's no time to implement these changes this time around, is there?

I guess I'll keep everyone's great advice in mind for next time. Can't please everyone, eh?